

What is claimed is:

1 1. A method for identifying a provider of a service to a wireless terminal in a
2 wireless telecommunication network, comprising the steps of:
3 receiving a request to select a provider of a specific service from the wireless
4 terminal;
5 monitoring the wireless terminal location;
6 using the wireless terminal location to locate providers of the specific service
7 requested which are proximate to the wireless terminal location;
8 selecting one of the providers located;
9 obtaining an identifier of the provider selected; and
10 sending the identifier of the provider selected to the wireless terminal.

1 2. The method of claim 1 wherein the identifier is a telephone number.

1 3. The method of claim 1 wherein the identifier is a name and address.

1 4. The method of claim 1 wherein the provider of the service selected
2 comprises non-product information.

1 5. The method of claim 1 wherein the provider of the service selected is
2 determined by the location of the provider relative to the location of the wireless
3 terminal.

1 6. The method of claim 1 wherein the monitoring step includes requesting
2 wireless terminal location update events from a wireless network mobile location
3 server and monitoring said update events as they are received.

1 7. The method of claim 1 wherein the monitoring step includes determining
2 whether a change in location of the wireless terminal exceeds a location area size
3 threshold.

1 8. The method of claim 7 wherein the location area threshold is based on the
2 area served by the base station serving the wireless terminal.

1 9. The method of claim 1 wherein the step of locating providers of the
2 service requested includes consulting a database containing location-specific service
3 provider information.

1 10. The method of claim 9 wherein the step of locating providers of the
2 service requested further includes consulting a service provider profile database to
3 identify the category of service specified by the wireless terminal user.

1 11. The method of claim 1 wherein the step of sending the identifier of the
2 provider selected includes sending the identifier to the wireless terminal as an
3 electronic document.

1 12. The method of claim 1 further including displaying the identifier of the
2 provider selected on a text-based or graphical display screen.

1 13. The method of claim 1 further comprising the step of refreshing the
2 identifier sent to the wireless terminal.

1 14. The method of claim 13 wherein the step of refreshing the identifier is
2 initiated by the mobile user from the wireless terminal.